GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:571
ANSWERED ON:20.07.2016
Revenue Earned through Advertisements
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Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) the revenue earned from advertisements during cricket telecasts during the last three years;

(b) whether the Government has received any recommendations to restrict the advertisements during cricket telecasts and if so, the details thereof; and

(c) the action taken by the Government in this regard?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR YOUTH AFFAIRS AND SPORTS
(SHRI VIJEY GOEL)

(a) Madam, Ministry of Information & Broadcasting has informed that during the last three years 2013-14 to 2015-16, revenue amounting to Rs.29.61 crores (unaudited) was earned from the advertisements during the Cricket telecast. However, DD is awaiting final audited statement from Revenue Management Companies (RMC).

(b)&(c) Ministry of Information & Broadcasting has informed that Content aired on the television channels is governed by Programme and Advertising Codes enshrined in the Cable Television Networks (Regulation) Act and the Rules framed thereunder. Rule 7(11) of the Cable Television Networks Rules
1994 has prescribed a ceiling limit of 12 minutes of advertisements per hour of broadcast for all television channels.TRAI had notified the regulations namely "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013 dated 22.02.2013. The regulation 3 of the said regulations is as under:

"3. Duration of advertisements in a clock hour--- No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour.

Explanation: The clock hour means a period of sixty minutes commencing from 00.00 of an hour and ending at 00.60 of that hour. (Example: 14:00 to 15:00 hours)."

The aforesaid regulations were challenged by some broadcasters in Telecom Disputes Settlement and Appellate Tribunal (TDSAT). During the pendency of the case in TDSAT, the Hon'ble Supreme Court of India, on 06.12.2013, passed judgment in the case titled "BSNL Vs TRAI & Ors.",holding that TDSAT has no power to decide or challenge the validity of regulations. The case was, therefore, dismissed by the TDSAT.
Subsequently, some of the broadcasters have filed an appeal in the High Court of Delhi challenging the said regulations. The High Court has passed an interim order on 17.12.2013 restricting TRAI from taking any coercive measure against the petitioners or their members to make them abide by the impugned Regulations. The 12 minutes ad cap issue is subjudiced in the Hon'ble High Court of Delhi. Ministry of Information & Broadcasting has also been impleaded in the case.

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